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CLAIMS

1. (currently amended) A process for modifying a continuous web of aluminum comprising:

providing a continuous, unanodized web of aluminum including a first side and a second side;

anodizing the first side to create an anodic layer on the first side; ~~and~~

sealing the anodic layer; and

selectively etching with a composition comprising sodium hydroxide the first side to dissolve[;] a first portion of the anodic layer and thereby roughen[;] a remaining portion of the anodic layer created during said anodizing on the first side, but not etching the second side.

2. (cancelled)

3. (currently amended) The process of claim [2] 1 comprising preventing the etching composition from contacting and etching the second side by applying fluids against the second side.

4. (currently amended) The process of claim [2] 1 comprising preventing the etching composition from contacting and etching the second side by masking the second side with a film or sheet.

5. (currently amended) The process of claim [2] 1 comprising preventing the etching composition from contacting and etching the second side by maintaining a shield member adjacent the second side.

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6. (currently amended) The process of claim [2] 1 wherein the etching composition is applied to the first side by an application technique selected from cascading, misting, spraying, dipping, rolling, and brushing.

7. (currently amended) The process of claim [2] 1 wherein the etching composition morphs the anodic layer so that the anodic layer includes a bonding layer of about 4-10 nanometers in depth.

8. (currently amended) The process of claim 1 [~~wherein the etching composition is selected from an acid and a base that dissolve~~] wherein said sealing is performed before [anodic layer on the first side] before said selective etching.

9. (currently amended) The process of claim [8] 1 wherein the etching composition is sodium hydroxide of about 0.1 molar to about 0.5 molar.

10. (original) The process of claim 9 wherein the first side is exposed to the etching composition for about 20 to about 60 seconds.

11.- 12. (cancelled)

13. (currently amended) A process for modifying an aluminum article comprising:

anodizing an aluminum article to produce at least one [~~anodized~~] surface including an anodic layer;

sealing the anodic layer of the surface;

applying an etching composition comprising sodium hydroxide to the at least one [~~selected anodized~~] surface to remove a portion of the anodic layer, thereby creating a plurality of protrusions to improve the adhesive strength of the [~~selected~~] surface;

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preventing the etching composition from etching at least one other surface of the article.

14. (currently amended) The process of claim 13 [~~wherein the etching composition is a solution including chemicals selected from sodium hydroxide, phosphoric acid, calcium hydroxide, hydrofluoric acid, sulfuric acid, bromic acid and chromic acid~~] comprising coloring the at least one surface before said applying step.

15. (currently amended) The process of claim 13 wherein the etching composition is applied to the [~~selected anodized~~] at least one surface with application techniques selected from cascading, misting, spraying, rolling, brushing and dipping.

16. (currently amended) The process of claim 13 wherein the etching composition is prevented from contacting and etching the at least one other surface by masking the other surface with a film or sheet.

17. (currently amended) The process of claim 13 wherein the etching composition is prevented from contacting and etching the at least one other surface by shielding the other surface with a member positioned adjacent other surface.

18. (currently amended) The process of claim 13 wherein the etching composition is prevented from contacting and etching the at least one other surface by blowing a gas against the other surface.

19. (currently amended) The process of claim 13 wherein the etching composition is prevented from contacting and etching the at least one other surface by cascading a liquid over the other surface.

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20. (original) The process of claim 13 wherein the aluminum article is a structure selected from a web and a sheet.

21. (previously presented) The process of claim 20 wherein the etching composition is applied to the aluminum article by advancing the aluminum article over a plurality of rolling members including application surfaces having etching composition thereon.

22. (original) The process of claim 20 wherein the aluminum article includes a decorative side and a back side, the decorative side covered with a film and wherein the aluminum article is dipped in etching composition to apply the etching composition to the back side.

23. (currently amended) A process for modifying unanodized aluminum sheets or webs comprising:

providing an aluminum sheet or web;

anodizing the aluminum sheet or web to produce a first anodized surface and a second anodized surface, each including an anodic layer; ~~and~~

sealing the anodic layer; and

administering a caustic solution comprising sodium hydroxide to the first anodized surface, but not the second anodized surface, to dissolve the anodic layer of the first anodized surface a pre-selected amount and to create a plurality of protrusions extending from the remaining anodic layer so that the protrusions and the remaining anodic layer provide an adhesion surface.

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24. (original) The process of claim 23 comprising preventing the caustic solution from contacting the second anodized surface.

25. (original) The process of claim 23 comprising applying the caustic solution to the first anodized surface by techniques chosen from cascading, misting, spraying, dipping, rolling and brushing.

26. (currently amended) The process of claim 23 [~~wherein the caustic solution includes chemicals selected from phosphoric acid, sodium hydroxide, calcium hydroxide, hydrofluoric acid, sulfuric acid, bromic acid and chromic acid~~] comprising coloring the first anodized surface before said administering step.

27. (original) The process of claim 26 wherein the caustic solution is applied at a temperature ranging from about 60°F to about 212°F.

28. (original) The process of claim 26 wherein the caustic solution is applied at a temperature range from about 100°F to about 200°F.

29. (original) The process of claim 23 wherein the caustic solution is prevented from contacting the second anodized surface by covering the second anodized surface with a film or sheet.

30. (original) The process of claim 23 wherein the caustic solution is prevented from contacting the second anodized surface by administering a fluid over the second anodized surface.

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31. (original) The process of claim 23 wherein the caustic solution is prevented from contacting the second anodized surface by positioning a shield adjacent the second anodized surface as the caustic solution is applied to the first anodized surface.

32. (original) The process of claim 23 wherein the first anodized surface is exposed to the caustic solution for about 20 to about 60 seconds.

33-51. (cancelled)